



# ***DEFENSE INFORMATION SCHOOL***

**2.0**

The continuing evolution of the  
military's communication school to the  
new Web

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DINFOS Emerging Media Coordinator

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# ***Two main tracks***

- **Changing what we teach**
  - adapting to Web 2.0
- **Changing how we work**
  - adapting to Enterprise 2.0



# *Changing what we teach*

**RESEARCH**  
CURRENT TRENDS



**LISTEN**  
TO SERVICE NEEDS



**SUGGEST**  
NEW CONTENT



**MEDIATE**  
POSSIBLE SOLUTIONS



**IMPLEMENT**  
SERVICE DECISIONS



# *How is DINFOS teaching new media?*

- Still in the information gathering phase
  - DINFOS is not autonomous; schoolhouse only teaches what services request
  - Faculty attends service-specific PA events to gauge service sentiment
  - DINFOS participates in DoD social media events to remain relevant in ongoing conversation
    - All services social media council
    - PRSA seminars and working groups
  - Emerging media coordinator builds relationships with new media directorates in each of the services

RESEARCH  
CURRENT TRENDS



LISTEN  
TO SERVICE NEEDS



SUGGEST  
NEW CONTENT



MEDIATE  
POSSIBLE SOLUTIONS



IMPLEMENT  
SERVICE DECISIONS



# *How is DINFOS teaching new media?*

- Recent TTSB added two new media lessons to Editors Course
- Informal instruction exists in several departments
- Emerging media coordinator attends TTSBs when possible to advocate for social media
  - Pushes observed needs from services

RESEARCH  
CURRENT TRENDS



LISTEN  
TO SERVICE NEEDS



SUGGEST  
NEW CONTENT



MEDIATE  
POSSIBLE SOLUTIONS



IMPLEMENT  
SERVICE DECISIONS



# *Changing how we work*

**RESEARCH**  
CURRENT TRENDS



**ANALYZE**  
WORKFLOWS



**IMPROVE**  
PRODUCTIVITY



**DEVELOP**  
STAFF TRAINING



**REVOLUTIONIZE**  
INTERNAL CULTURE



# *Changing how we work*

- Emerging media coordinator now a full-time DINFOS position
  - Works with IT, departments to brainstorm internal Web 2.0 tools (wikis, blogs, content sharing)
  - Establishes training to propagate tacit knowledge

**RESEARCH**  
CURRENT TRENDS



**ANALYZE**  
WORKFLOWS



**IMPROVE**  
PRODUCTIVITY



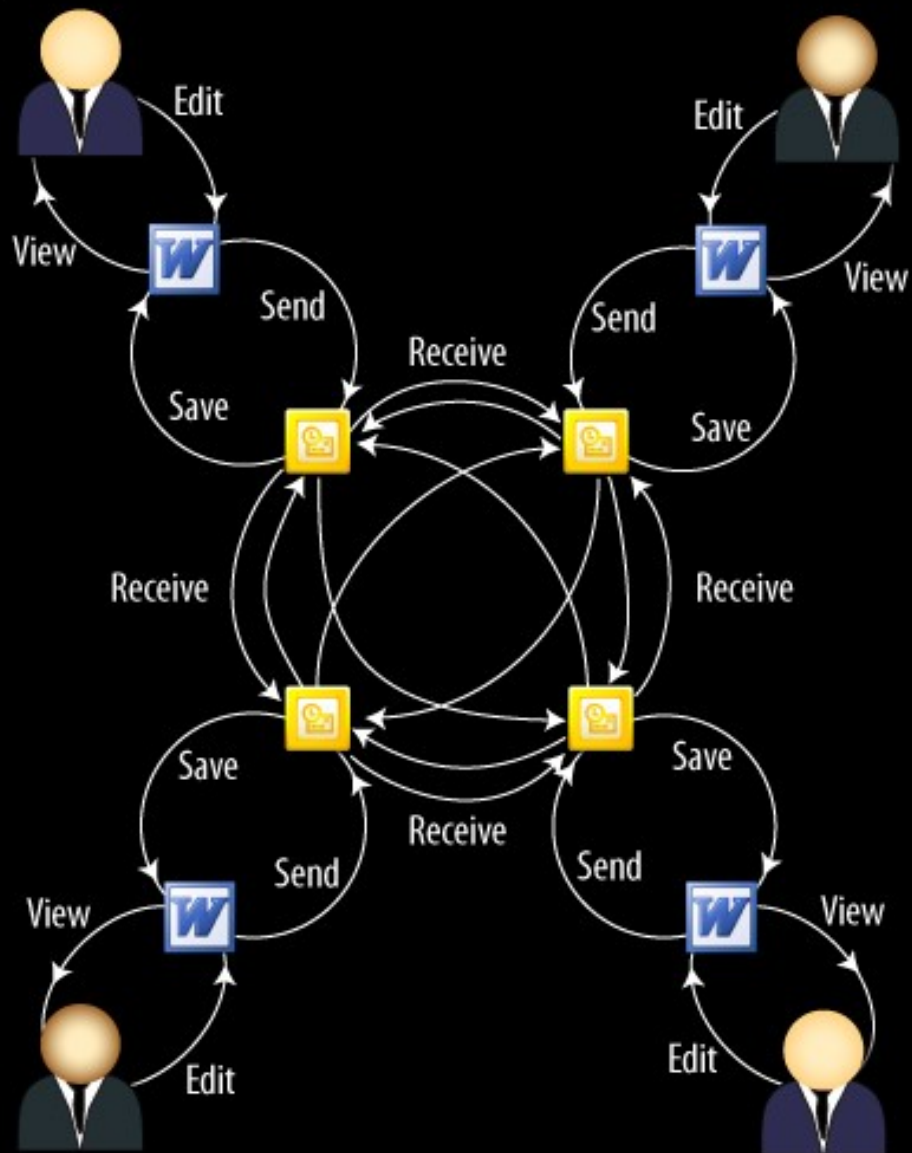
**DEVELOP**  
STAFF TRAINING



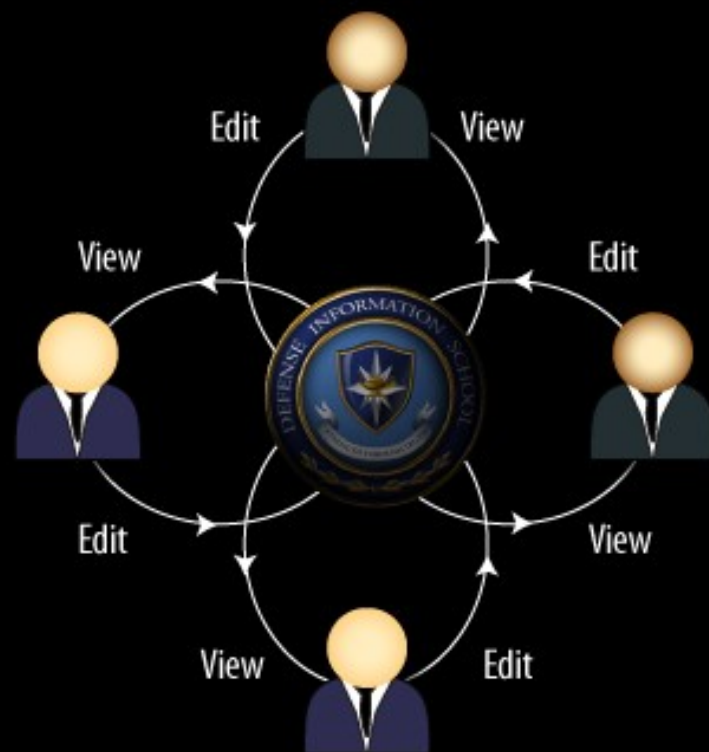
**REVOLUTIONIZE**  
INTERNAL CULTURE



## Email Collaboration



## Wiki Collaboration







# CENTRALIZED WEB PRESENCE

How the dynamic Web 2.0 site will connect DINFOS to the world.

**SHOWCASE**  
STUDENT WORK

**STREAMLINE**  
WORKFLOW

**INCREASE**  
COOPERATION

**OPERATE**  
TRANSPARENTLY

**PARTICIPATE**  
IN GLOBAL DISCUSSION

## DINFOS WEB SITE



BLOGS

PHOTOS

COMMENTS

LINKS

CHAT

AUDIO

VIDEO



STUDENTS / STAFF



facebook

You Tube

flickr



twitter



EXTERNAL AUDIENCE



# *Changing how we work*

- Tools must be functional, fit within existing infrastructure, and cost effective
- Changed internal culture is essential
  - Establishes demand for new tools
  - Ensures continued use
  - Makes faculty knowledgeable when teaching new content
- If culture does not change, tools will fail

RESEARCH  
CURRENT TRENDS



ANALYZE  
WORKFLOWS



IMPROVE  
PRODUCTIVITY



DEVELOP  
STAFF TRAINING

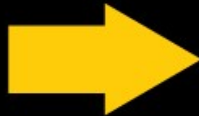


REVOLUTIONIZE  
INTERNAL CULTURE



# ***DINFOS campaign plan***

**FIGHT**  
FOR ACCESS



**CHANGE**  
CULTURE



**EVOLVE**  
ORGANIZATION